



# Jeevanath Selvaraj (Jeevan)

Senior Group Revenue Manager | Revenue Consultant

Highly skilled running the Sales, Marketing & Reservation Team via right strategy. More than Ten years' experience in the Hospitality Industry. 06 Years In depth knowledge in revenue management.

## Get in touch!



+94 777 409 427



jeevan2019@gmail.com  
sjeevanath@outlook.com



Wattala, Sri Lanka



+94 777 409 427



## Specializations

Revenue Strategy  
Budget & Forecasting  
Property management system  
Rate Shopping Tool  
Channel Manager  
GDS  
Social Media Management  
Digital Advertising  
Digital Marketing  
Excel  
Pivot Chart

## Technologies

### PMS

Opera  
Tauras  
Destiny  
Smile

### Rateshopping

Fornova  
OTA Insight  
Rate 360

### Channel Manager

Travelclick iHotelier  
Rategain  
STAAH  
Siteminder  
Ratetiger

### CMS

Roiback  
Synixis

## Work Experience

### Senior Group Revenue Manager (Head of Sales, Marketing & Reservation Department)

The Golden Hospitality Group | Mar 2022 to Present

- The Golden Crown Hotel – Kandy
- The Golden Ridge – Nuwaraeliya
- The Westbury Palace – Nuwareliya
- Seren Kandy

### Senior Revenue Manager (Head of Revenue & Reservation Department)

Mount Lavinia Hotel | Sep 2021 to Feb 2022

### Revenue & Business Development Consultant

Genesis Global Consulting Group | July 2019 - June 2021

### Sri Lanka

Kahanda Kanda  
KK Beach  
Arvani Galle  
Arvani Tangalle  
Villa Vista Mirissa  
Redcliffs Mirissa  
Villa Abiman

### Cambodia

Sok San Beach Resort

### Vietnam

Six Sense Con Dao  
Norfolk Hotel  
Norfolk Mansion

### Revenue Consultant

Vakarufalhi Island Resort Maldives | Dec 2019 to April 2020

### Revenue Manager (Head of Revenue & Reservation Department)

Mount Lavinia Hotel | Nov 2016 to June 2019

### Revenue and Reservation Manager

Best Western Elyon Colombo | Jun 2015 to Nov 2016

### Front Office Manager

Reefs Edge Resort | May 2014 to May 2015

Languages Written & Spoken

European:

English

Asian:

Tamil, Sinhalese

Personnel Details

Date of Birth

09th Sep 1989

Religion

Hinduism

Sex

Male

Marital Status

Single

Nationality

Sri Lankan

National Identity Number

892532419V

Passport Number

N2583730

Driving License No

A020146595

Country

Sri Lanka

School Attended

Republican International School, Nuwaraeliya, Sri Lanka

College Attended

Lincoln University, Kuala Lumpur, Malaysia

Responsibilities & Task

- Drive Market Share and Revenue Performance through proper pricing and mix management.
- Analyze competitive reports and formulate appropriate strategies through Market Vision.
- Develop overall pricing strategy to include all market segments and Channels distribution
- Provide guidance on corporate transient negotiated pricing, group pricing for each group, and wholesale pricing and acceptance.
- Ensure effective pricing strategies are in place to reflect asset strength relative to the competition in each market.
- Effectively manage inventory and pricing strategy in all distribution channels. Closely monitor competitive pricing and understand the impact of relative pricing decisions on property performance.
- Ensure Best Rate Guarantee compliance.
- Clearly communicate to hotel team the strategic vision and objectives on how to drive revenues and improve performance.
- Ensure hotel team members understand the concept of Revenue Management and their role.
- Provide the hotel team with regular updates on hotel performance to include market share, market segment roll ups, and channel metrics.
- Produce accurate forecast on weekly and monthly basis (as determined by the hotel controller)
- Produce all relevant components of the Budget pertaining to Revenue Management. Challenge and influence hotel to improve service level and operational standards.
- Build and maintain strong working relationships with levels of staff at the client hotel.

Academic History

Certified in The Fundamental of Digital Marketing by Google

Google | 2020

Diploma in Hotel Management and Catering

Lincoln University Malaysia | 2009 — 2011

General Certificate Education of Ordinary Level

Republican International School Nuwaraeliya Sri Lanka | 1999 — 2005

English Language- A - Distinction Pass

Tamil Language- B - Very Good Pass

Health and Science- C - Credit Pass

Business Studies- S - Simple Pass

General Certificate Education of London Examination

Republican International School Nuwaraeliya Sri Lanka | 1999 — 2005

Tamil Language- A - Distinction Pass

Accounting – E - Ordinary Pass

Australian Examination

Republican International School Nuwaraeliya Sri Lanka | 2005 — 2007

Mathematics – C - Ordinary Pass

## Non Related Referees

### Mr Renuka Coswatte

General Manager,  
Best Western Elyon  
Colombo, Sri Lanka  
Direct - +94117527527  
Mobile - +779044889

### Mr Eric Hallin.

General Manager Norfolk Group  
17-19-21 Lý Tự Trọng, Bến Nghé,  
Quận 1, Hồ Chí Minh 71000,  
Vietnam  
Email -  
gm@thenorfolkgroup.com  
Mobile – 0084-707736558

## Academic History

### AISSL Examination

Republican International School Nuwaraeliya Sri Lanka | 1999 — 2005

English Language – A - Distinction Pass

Tamil Language – B -Very Good Pass

Mathematics – B - Very Good Pass

Hinduism – B -Very Good Pass

Science Studies – C - Credit Pass

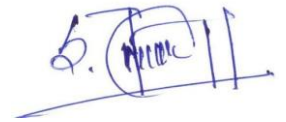
Social Studies – C - Credit Pass

Business Studies – C - Credit Pass

Computer Studies – C - Credit Pass

I acknowledge the above details provided are true to my knowledge and if requiring further details, please do not hesitate to contact me any time.

Yours Sincerely



Jeevanath Selvaraj (Jeevan)